

## Role profile

<b>Job Title:</b>	Design officer (maternity cover)	<b>Grade:</b>	Grade 11
<b>Department:</b>	Communications	<b>Post no.:</b>	
<b>Directorate:</b>	Strategy and change	<b>Location:</b>	Perceval House / remote

<b>Role reports to:</b>	Brand and design manager
<b>Direct reports:</b>	N/A
<b>Indirect reports:</b>	N/A

## Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

### Purpose of role

- Design and deliver high quality, high impact, targeted, marketing communications content that delivers a step change in awareness, engagement and understanding with the council amongst target audiences. This includes producing marketing and communications materials used for internal and external communications – print, audio, video, animation, events, email and awards.
- Contribute to meeting all annual income targets which self-fund identified posts within the brand, content, and publications Team and which enable other communications activities.

### Key accountabilities

- Responsible for ensuring that all design output is produced to the highest standards of creativity and accessibility by applying the Ealing Council brand guidelines and best industry practice in accessibility.

- Regularly evaluate the impact of marketing communications to understand its reach and impact with target audiences, then work with the Brand and Design Manager to identify potential improvements on an ongoing basis.
- Work on a wide range of design projects, for digital and print channels, from developing collateral for digital engagement, campaigns and the council's key publications, through to developing concepts for promoting events and other activities.
- Supporting the Brand and Design Manager and other colleagues to pitch campaigns to Cabinet Members and Strategic Directors / DMTs. And to provide support in gaining feedback and ensuring all communications and campaigns are delivered on time, to budget and to the client's satisfaction.
- Build relationships with external contractors, suppliers and others as appropriate to enable the brand design service to be efficiently and effectively delivered and continually improved.
- Supporting the Brand and Design Manager with financial administration and performing related tasks.
- Create or commission high quality content and communication assets, ensuring that all council communications content and assets are inclusive, accessible and demonstrate cultural awareness of the diverse communities who live and work in the borough. Through targeted work, use communications and engagement activity to help tackle inequalities.
- Work collaboratively and help to promote and communicate the work of the Communications Team and its projects internally and externally, sharing ideas and best practice where appropriate.
- Supporting the Brand and Design Manager in managing the team's workload and priorities effectively, by ensuring work programmes are updated frequently to enable an effective agile work model; and regularly updating the Communications Grid and/or other planning tool.
- Maintain professional standards by keeping abreast of best practice in communications and issues affecting local government – such as government policy and keeping up with best practice in communications, support adherence of council communications to the Code of Recommended Practice on Local Government Publicity.

### **Key performance indicators**

- Delivery against SMART objectives in communications campaigns.
- Annual income targets achieved.
- Performance objectives met as agreed in yearly appraisal.
- Resident perception (residents survey).

- 360 feedback from key leads and stakeholders.

#### **Key relationships (internal and external)**

- Cabinet members
- Staff across the organisation at all levels
- Local residents
- External providers
- Local community groups
- Partners – ie health, blue light services
- Greater London Authority

#### **Authority level**

- Lead projects / campaigns ensuring delivery to time, budget, and client satisfaction.

## Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

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**Please only address all points with \*\***

### **Essential knowledge, skills and abilities**

1. An understanding of the issues facing local government, including an understanding of the law as it applies to local government communications.
2. Significant knowledge of using Adobe Creative Suite, including InDesign, Illustrator and Photoshop; and some use of video editing software.\*\*
3. Well-developed IT and digital skills; Microsoft Office, content management systems as well as an understanding of publishing content (print and web), digital media, social media and video production.\*\*
4. Excellent knowledge of graphic design and awareness of brand management implementation.\*\*
5. Ability to craft and deliver creative graphic design and digital communications.\*\*
6. Some knowledge of data analysis and understanding the techniques for evaluating campaigns and measuring the reach and impact of design and digital communications.
7. Some knowledge of what constitutes accessible design both in print and on digital platforms (WCAG 2.1), according to legislation and best practice.\*\*
8. Some knowledge of working with HTML.
9. Ability to be outcome focused in all campaign work working with colleagues across the council to build in effective evaluation techniques and tools.\*\*
10. Excellent communications skills, both oral and in writing, including presentation skills with an eye for detail, for writing and producing creative content, excellent copywriting and editorial skills. \*\*

11. Excellent inter-personal skills with the ability to form and maintain productive, professional working relationships and the ability to influence a diverse range of individuals, groups and external partners.\*\*
12. Ability to work to the highest standards, demonstrating resilience to pressure and always retaining professionalism.\*\*
13. Ability work with minimum supervision and with good initiative. \*\*
14. Good project management skills, working to budgets and deadlines.
15. To be able to demonstrate a commitment to the principles of equalities and to carry out duties in accordance with the council's equalities policies.

### **Essential qualification(s) and experience**

1. Educated to degree level in a communications or related field e.g., graphic design, digital design, marketing **or** equivalent work experience.
2. Proven track record of producing good quality, creative design and content, including magazines, video, audio, digital and web content, newsletters, posters, leaflets and brochures.
3. Experience of preparing artwork to a high standard for digital and print.
4. Experience of producing illustrations and graphics.
5. Experience in generating new and creative content / ideas.
6. Experience of taking complex information and transforming it into accessible and inclusive communications which promote corporate priorities and messages.

## Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> <li>• Is passionate about making Ealing a better place</li> <li>• Can see and appreciate things from a resident point of view</li> <li>• Understands what people want and need</li> <li>• Encourages change to tackle underlying causes or issues</li> </ul>	<ul style="list-style-type: none"> <li>• Does what they say they will do on time</li> <li>• Is open and honest</li> <li>• Treats all people fairly</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious and confident in leading partnerships</li> <li>• Offers to share knowledge and ideas</li> <li>• Challenges constructively and respectfully listens to feedback</li> <li>• Overcomes barriers to develop our outcomes for residents</li> </ul>	<ul style="list-style-type: none"> <li>• Tries out ways to do things better, faster and for less cost</li> <li>• Brings in ideas from outside to improve performance</li> <li>• Takes calculated risks to improve outcomes</li> <li>• Learns from mistakes and failures</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages all stakeholders to participate in decision making</li> <li>• Makes things happen</li> <li>• Acts on feedback to improve performance</li> <li>• Works to high standards</li> </ul>

